

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 34118 141215Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----038287 142040Z /47

R 140944Z DEC 77
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 5210

UNCLAS BANGKOK 34118

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI: DIETHELM & CO., LTD.
(REQUESTED AS DIETHELM THAI)

REF: USDOC 22536

1. THAILAND
OFFICE USE: 2. 549 3. 0031600 4. 01
5. DIETHELM & CO., LTD.
6. P.O. BOX 14, 280 NEW ROAD
7. BANGKOK
8 CONTACT: E. BRUNNER
9. TITLE: GENERAL MANAGER
OTHER OFFICIALS ARE: H. OTT, DIRECTOR AND E. ROTH, DIRECTOR
10. PHONE: 2529162 11. TELEX: TH 2675
12. CABLE: DIETHELMCO
13. ESTBL: 1906 14. EMPL: 1550 15. SIZE: VERY LARGE
16. REPUTATION: Y-SATISFACTORY 17. RPT DATE: 12/77
OFFICE USE: 18. K 19. X 20. NA 21. NA 22. NA
23A. 51000/235 IMP. AGT. DIST. OF CONSUMER PRODUCTS
23B. 35310/235 IMP. AGT. DIST. OF CONSTRUCTION EQUIPMENT
23C. 28340/235 IMP. AGT. DIST. OF PHARMACEUTICALS
23D. 26490/235 IMP. AGT. DIST. OF PAPER PRODUCTS
23E. 30110/235 IMP. AGT. DIST. OF RUBBER PRODUCTS
23F. 39840/235 IMP. AGT. DIST. OF CONFECTIONERIES
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BANGKO 34118 141215Z

23G. 35100/235 IMP. AGT. DIST. OF ENGINES
23H. 39990/235 IMP. AGT. DIST. OF LIGHTERS
23I. 36300/235 IMP. AGT. DIST. OF HOUSEHOLD APPLIANCES
24. FOREIGN SALES: NA
25. FINANCIAL REFS: CHASE MANHATTAN BANK, SIAM SHOPPING
CENTER, RAMA 1, BANGKOK: BANK OF AMERICA, SURIWONGSE ROAD,
BANGKOK, THAILAND.

26. TRADE REFS: KIMBERLY-CLARK CORP., NEENAH, WISCONSIN;
GOODYEAR INT. CORP., AKRON, OHIO; WARNER-LAMBERT INT.,
MORRIS PLAINS, NEW YORK; CUMMINS ENGINE CO. INC., COLUMBUS
IND.; RONSON CORP., WOODBRIDGE, NEW JERSEY.

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF KIMBERLY-
CLARK CORP. FOR PAPER PRODUCTS; GOODYEAR INT. CORP. FOR
RUBBER PRODUCTS; WARNER-LAMBERT INT. FOR PHARMACEUTICALS;
CUMMINS ENGINE CO. INC. FOR CONFECTIONERY ENGINES; RONSON
CORP. FOR LIGHTS, HOUSEHOLD APPLIANCES.

28. POST EVALUATION: DIETHELM WAS INCORPORATED IN 1906
AS A BRANCH OF WELL-KNOWN SWISS FIRM, DIETHELM & CO.,
S.A., OF ZURICH, SWITZERLAND (ESTABLISHED 1872). IT ACTS
AS IMPORTER, AGENT AND DISTRIBUTOR OF CONSUMER PRODUCTS,
CONSTRUCTION EQUIPMENT, PHARMACEUTICALS, CONFECTIONERIES,
PAPER PRODUCTS, RUBBER PRODUCTS, ENGINES, LIGHTERS AND
HOUSEHOLD APPLIANCES. EIGHTY PERCENT OF ITS IMPORTS ARE
FROM EUROPEAN COUNTRIES WITH THE REMAINDER FROM THE U.S.
(10 PERCENT) AND ASIA (10 PERCENT). SUBJECT FIRM OWNS A
FIVE STORY-BUILDING, OF 4,438 SQ.METERS FOR OFFICE USE AND
LEASES 3,626 SQ.METERS FOR A WORKSHOP AND WAREHOUSE, LOCATED
IN ONE OF BANGKOK'S BUSINESS DISTRICTS. IT IS CLOSELY ASSO-
CIATED WITH THE FOLLOWING FIRMS: ADAM (THAILAND) LTD.
(PRODUCER OF PHARMACEUTICALS AND CONFECTIONERIES) AND
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BANGKO 34118 141215Z

KIMBERLY-CLARK (THAILAND) LTD.: (PRODUCER OF TISSUE PAPER AND
SANITARY NAPKINS); DIETHELM INT'L TRANSPORT SERVICES LTD.
(A TRAVELING AND TRANSPORT SERVICE FIRM) AND DEEMAR CO. (AQ
YZB
MARKETING RESEARCH OFFICE). IT MAINTAINS BRANCHES AND
AFFILIATES OF THE SWISS PARENT IN SINGAPORE, KUALA LUMPUR,
DAKAR, SIERRA LEONE AND NEW YORK. FIRM'S SALES VOLUME IN
1976 WAS REPORTED TO BE \$90,000,000. IT IS OWNED AND MANAGED
ENTIRELY BY A SWISS TEAM HEADED BY MR. E. BRUNNER WHO IS A
WELL-KNOWN PERSONALITY IN LOCAL BUSINESS AND BANKING CIRCLES.
LOCAL BANKS REPORT FAVORABLY ON THE SUBJECT WHICH IS CONSI-
DERED TO BE AN EXCELLENT TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT APPR: JAMES H. SAVERY
O'DONOHUE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Dec-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BANGKO34118
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770465-1049
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19771259/aaaabxrl.tel
Line Count: 109
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 203cd504-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 246430
Secure: OPEN
Status: NATIVE
Subject: WTD/FTI: DIETHELM & CO., LTD. (REQUESTED AS DIETHELM THAI)
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/203cd504-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009